

ABSTRACT OF THE DISCLOSURE

A purchase point managing apparatus is built in an online shopping site, and is communicated with the users via the Internet. Points the users earned by purchasing merchandise are recorded in a point table. A merchandise
5 recommending unit selects and recommends to the user the candidates of merchandise to be purchased by calculating a point short of in order to acquire a prize whose rank is higher than one. The purchase point managing apparatus includes a point transfer unit in which the points are
10 transferred between the users, and a history notifying unit which offers to the user a function of the housekeeping account book.